

AMENDMENTS TO THE CLAIMS

Please amend the claims as set forth below in marked-up form. A listing of all pending claims is presented below.

1-44. (Cancelled)

1 45. (Previously presented) A method of releasably attaching predetermined indicia to an insulating cooler device having an insulating cooler and at least a pair of interchangeable structural members for said cooler, comprising the steps of:

providing a structural member sized and dimensioned in a manner that is structurally compatible with a body of an insulating cooler and having the predetermined indicia thereon;

applying a releasable affixation device to said structural member; and

releasably affixing said structural member to a planar portion of said insulating cooler using said releasable affixation device, whereupon said affixing step includes a step of non-destructively exchanging one structural member having a first predetermined indicia for another structural member having a second predetermined indicia on said body.

2 46. (Original) A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said applying step comprises the step of applying adhesive to the said structural member.

3 47. (Previously presented) A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said applying step comprises the step of applying a hook and loop type of fastener.

4 48. (Original) A method of attaching predetermined indicia to an insulating cooler device according to claim **45**¹, wherein said applying step comprises the step of applying a plurality of guide members.

5 49. (Original) A method of attaching predetermined indicia to an insulating cooler device according to claim **45**¹, wherein said applying step comprises the step of applying an elastomeric band, so dimensioned as to extend around a periphery of said structural member.

6 50. (Original) A method of attaching predetermined indicia to an insulating cooler device according to claim **45**¹, wherein said applying step comprises the step of applying magnets or ferromagnetic metal structurally arranged so as to mate with magnets or ferromagnetic metal attached to said insulating cooler device.

7 51. (Original) A method of attaching predetermined indicia to an insulating cooler device according to claim **45**¹, wherein said predetermined indicia is a sports logo.

8 52. (Original) A method of interchanging attachments for an insulating cooler device, said attachments having predetermined indicia thereon, said method comprising the steps of:

- a) providing an insulating cooler device having a substantially planar portion;
- b) providing a plurality of interchangeable structural members, each said interchangeable structural member having the predetermined indicia thereon;

c) releasably affixing one of said plurality of interchangeable attachments to said substantially planar portion using said releasable affixation device for a first predetermined time period;

d) removing said one interchangeable attachment from said substantially planar portion;
and

e) releasably affixing another of said plurality of interchangeable attachments to said substantially planar portion for a second predetermined time period.

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~~53~~. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~⁸, further comprising the step of:

applying a releasable affixation device to each of said plurality of interchangeable attachments.

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~~54~~. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~⁸, wherein said applying step comprises the step of applying adhesive to the said structural member.

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~~55~~. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~53~~⁹, wherein said applying step comprises the step of applying a VELCRO brand fastener.

~~12~~⁵⁶. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~⁹, wherein said applying step comprises the step of applying a plurality of guide members.

~~13~~⁵⁷. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~53~~⁹, wherein said applying step comprises the step of applying an elastomeric band so dimensioned as to extend around a periphery of said interchangeable attachment members.

~~14~~⁵⁸. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~53~~⁹, wherein said applying step comprises the step of applying magnets or ferromagnetic metal structurally arranged so as to mate with magnets or ferromagnetic metal attached to said insulating cooler device.

~~15~~⁵⁹. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~53~~⁹, wherein said interchangeable attachment is a removable cover, and wherein said applying step comprises the step of integrally attaching a structural member to said removable cover that mates with a body portion of said insulating cooler device.

~~16~~⁶⁰. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~59~~¹⁵, wherein said integrally attaching step comprises attaching a plurality of mortises or tenons, so dimensioned as to mate with corresponding tenons or mortises, respectively, on said insulating cooler device.

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~~61~~. (Original) A method of ~~interchanging~~ attachments for an insulating cooler device according to claim ~~59~~¹⁵, wherein said integrally attaching step comprises attaching an elastomeric band around a periphery of said removable cover.

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~~62~~. (Original) A method of ~~interchanging~~ attachments for an insulating cooler device according to claim ~~52~~⁸, wherein said predetermined indicia is a sports logo.